ENTERPRISE ARCHITECTURE FOR INTEGRATION

RAPID DELIVERY METHODS AND TECHNOLOGIES

Day 1-3
Rapid Delivery Methods Workshop
For Enterprise Architecture

Day 4-5
Rapid Delivery SOA Technologies
For Enterprise Architecture

FREE !!!
WORTH RM 510
Enterprise Architecture For Integration: Rapid Delivery Methods and Technologies
By Clive Finkelstein
WHEN YOU REGISTER
BY 31st March 2006

KEY SUCCESS LEARNING FACTORS ..........
¬ How can Business Integration and Enterprise Integration both be achieved in an era of rapid business change?
¬ What methods are needed for rapid delivery of priority business processes into production in 3-month increment?
¬ How are Web Services and Service-Oriented Architectures used?
¬ How can BPM languages be used to generate executable code automatically from Workflow Models or Process Models?
¬ How do these technologies apply to Enterprise Architecture?
RAPID ENTERPRISE ARCHITECTURE FOR E-GOVERNMENT AND E-BUSINESS MANAGERS

22 May 2006
JW MARRIOTT KUALA LUMPUR

MODULE 1 PLANNING E-GOVERNMENT AND E-BUSINESS SUCCESS

Why e-Government and e-Business are important today and the role that Enterprise Architecture takes in achieving success

The critical imperatives for alignment and integration of the business, its systems and technology

Learn how the Zachman Framework for Enterprise Architecture provides a Business Transformation paradigm for planning and fast-tracking e-Government and e-Business rapid delivery projects

Transforming business perspectives directly to rapid design and delivery efforts

MODULE 2 BUSINESS PLANS, GOALS AND OBJECTIVES FOR SUCCESS

Strategy Analysis used to analyse business policies, goals, objectives and strategies

How to gather and interpret existing plans and directions, and refine them for implementation accountability at all management levels

How to analyse business plans from the perspective of senior and middle managers, to provide for business transformation and rapid Enterprise Architecture delivery

MODULE 3 IDENTIFYING STRATEGIC OPPORTUNITIES FOR E-GOVERNMENT AND E-BUSINESS

In this Interactive Workshop team members will learn how Strategic and other Business Plans are catalysts that identify common information assets, business activities and processes for Business Transformation

How to integrate organisational mandates and business priorities for rapid delivery

MODULE 4 ENTERPRISE ARCHITECTURE RAPID DELIVERY PROJECTS

Real world examples of e-Government and e-Business projects for rapid delivery of priority Enterprise Architecture areas

MODULE 5 MANAGING AND SUSTAINING ENTERPRISE ARCHITECTURE

Identifying Governance and Security issues

Change Management goals

Criteria for Success, with potential failure issues to avoid

With the lightning change of pace today, the need for transformation from the current rigid business environment to an agile enterprise, that can change direction rapidly, HAS NEVER BEEN GREATER!

Yet the disintegrated structures, disparate processes and legacy systems that we have, or inherited today, are incapable of absorbing the change demanded by the evolving market dynamics.

Enterprises and Governments worldwide are coming to grips with new methods and technologies to support the Rapid Delivery of e-Government and e-Business Strategies; to a large extent, driving this initiative from...

A Business Level TO Organisation Level and ultimately down TO The Operational Level.

The need for converging The Enterprise Architecture with Data Modeling, XML, EAI, Web Services and SOA is intensifying through the increasing emphasis on agile operations in globally extended or virtual enterprises.

[“The Zachman Framework for Enterprise Architecture” is widely interpreted as a harbinger of organisations; a BLUEPRINT or ARCHITECTURE for the current and future information infrastructure.]

However, it’s not enough to simply understand the Enterprise Architecture conceptually; that conceptual understanding MUST BE TRANSFORMED INTO IMPLEMENTATION!

Translate this POTENTIAL value into REALISED value!

Attend this master class workshop to......

Grasp the concepts and rules of “The Zachman Framework” which provides a new paradigm for fast-tracking e-Government and e-Business projects

Identify strategic opportunities for e-Government and e-Business implementation

Review technologies such as XML and XSLT that are used for integration by EAI, Web Services and SOA technologies

Examine how Data Modeling can act as a “Corporate Street Directory” which supports organisations strategic, tactical and operational business plans

Gain optimum information about XML, Enterprise Architecture Integration (EAI) and Web Services

Apply strategy-driven Data Modeling methods to transform business models into implementation

Gain from real-world examples of e-Government and e-Business projects using Enterprise Architecture
RAPID ENTERPRISE ARCHITECTURE METHODS FOR E-GOVERNMENT AND E-BUSINESS

MODULE 1  ESTABLISHING ENTERPRISE ARCHITECTURE DIRECTIONS
- Strategic e-Government and e-Business directions from Day 1
- Management priorities, governance and security issues
- Zachman Framework concepts and rules
- The role of rapid delivery methods used with the Federal Enterprise Architecture (FEA) Reference Models and the DoD Architecture Framework (DoDAF)

MODULE 2  ASSURING INTEGRATION: BUSINESS DATA MAPPING FOR ENTERPRISE ARCHITECTURE
- Business-driven Data Mapping methods to transform business models into implementation
- Applying Enterprise Engineering rapid delivery disciplines and proven methodologies
- Resolution of semantic issues

MODULE 3  BUSINESS NORMALISATION TO IDENTIFY FUTURE E-GOVERNMENT AND E-BUSINESS NEEDS
- Business Normalisation methods applied by business experts and IT
- Methods and rules for business model to systems model transformations
- Identifying further business data needs and activities that indicate business opportunities

MODULE 4  FACILITATED STRATEGIC MODELING FOR E-GOVERNMENT AND E-BUSINESS
- In this facilitated session, delegates learn how strategic modeling enables rapid delivery
- How to transform business models to integrated databases and reusable processes
- Identifying priority activities for rapid delivery

MODULE 5  VALIDATING ALIGNMENT GOALS AND PLANS
- Through this Interactive Workshop, delegates learn how to identify e-Government and e-Business integration opportunities that are achieved through Strategic Alignment
- Engaging Executive Management in Security and Governance Analysis Frameworks
- Aligning Models across rows and columns to realise business integration opportunities

MODULE 6  DERIVING PROJECT PORTFOLIOS FOR RAPID DELIVERY OF ENTERPRISE ARCHITECTURE
- In this Interactive Workshop, delegates learn important steps for deriving project plans and prioritising portfolio implementation efforts based on data models, business plans and business rules
- Refining project scope and deliverables for the rapid delivery of portfolio sub-projects into production in 3-month increments
- Demonstrating rapid portfolio management alignment and integration, along with rapid implementation delivery

MODULE 7  OPPORTUNITY, ROI AND COST ANALYSIS METHODS FOR E-GOVERNMENT AND E-BUSINESS
- Activity Modelling and Activity Costing methods to analyze e-Government and e-Business opportunities for efficiency, cost effectiveness and Return on Investment (ROI)

MODULE 8  TRANSFORMATION TO DESIGN AND DELIVERY PERSPECTIVES

MODULE 9  BRIDGING THE GAP: RAPID PORTFOLIO DELIVERY FOR e-GOVERNMENT AND e-BUSINESS
- Interactive session to transform the Strategic Model to Tactical Models for rapid delivery into production

MODULE 10  VALIDATING ENTERPRISE ARCHITECTURE ALIGNMENT AND DELIVERABLES
- Interactive session to test all e-Government and e-Business deliverables developed in earlier workshops for completeness
- Determining Enterprise Architecture deliverables for business priority alignment
- Documentation of Enterprise Architecture Portfolio Plan (EAPP) for rapid delivery of priority areas into production in 3-month increments for success of e-Government and e-Business strategies

MODULE 12  e-GOVERNMENT AND e-BUSINESS SUCCESSFUL IMPLEMENTATION
- Policies, roles and responsibilities
- e-Government Program Office strategies
- Communications, Promotion and Architecture access
- Sustaining executive involvement through Governance Analysis Frameworks for Audit and Security Internal Control Reporting

KEY SUCCESS LEARNING FACTORS ………..
- Learn how to achieve e-Government and e-Business goals with rapid delivery of business processes into production in 3-month increments
- Understand how Enterprise Architecture enables senior managers to achieve Business Transformation, together with Balanced Scorecard and Sarbanes-Oxley Governance Analysis
- Learn Strategic Modelling Methods for Enterprise Architecture that have been used successfully world-wide by many Government and Corporate organisations
“IT spending budgets are up by 5.4% this year.”

-CIO Insights

So why are even more CIO’s concerned that IT budgets are insufficient to meet their company’s strategic goals this year than in 2005?

Here’s the biggest problem:

As the economy grows, IT professionals are under relentless pressure to deliver greater value while reducing the real IT spending.

Connecting with partners’, suppliers’ and customers’ systems, accessing data from a mainframe, connecting applications written in different programming languages or trying to log on across multiple systems, bringing heterogeneous technologies together while delivering IT Solutions Better, Smarter, Faster and Cheaper is today, a challenge that touches every part of the organisation.

‘FASTER TIME TO VALUE’

That’s the mantra of today’s IT departments

What’s the next best solution?

Service-Oriented Architecture aka “The Black Box of EA” is the IT industry’s latest revolution to SIMPLIFYING and ECONOMISING the way they deliver information and services through integrated composite applications.

“...a $10 billion company with a $300 million IT budget can save $30 million per year from a broad SOA adoption after a five-year horizon of implementing SOA in at least 75% of its applications.”

- Aberdeen

Service-oriented architecture is the state-of-the-art architectural style that opens the way for new business opportunities by enabling new, highly collaborative business models that provide the ability to measure value and discrete return more holistically than traditional functional-benefit methods.

“We are seeing a growing increase in activity and acquisition and implementations of SOA in the Asia-Pacific-almost outpacing what’s going on here in the U.S. in some ways.”

- Tom Ryan, CEO of Actional

Orchestrate your existing applications into flexible business processes today, to significantly achieve

Effective Collaborations

Module 1  The Role of the Internet in Enterprise Integration
- B2B e-Business Integration Issues
- Introduction to XML, XSL and XSLT
- XSL Demonstration using Internet Explorer 5.0+
- XSLT Data Transformation Examples

Module 2  Enterprise Application Integration Concepts
- Growth of Trading Communities
- Enterprise Application Integration Concepts
- EAI Standards and EAI Approaches
- EAI Technologies using webMethods
- XML EAI Messaging Using BizTalk
- XML EAI Messaging Using ebXML

Module 3  Introduction to Portal Approaches for Enterprise Integration
- What is an Enterprise Portal?
- Functions Supported by Enterprise Portals
- What to Look for in Enterprise Portal Products
- Enterprise Portal Architectures

Module 4  Real World Enterprise Portal Case Studies
- Case Study Examples of Collaborative Portals
- Case Study Example of Integration Portals

Module 5  Enterprise Metadata and the Role of Modelling Tools
- The Role of Modelling Tools for Integration
- Modelling Tool Vendor Products and Strategies
- Business Process Modeling Notation (BPMN)
- Modelling Tool Directions for the Future
- Code Generation in BPM Languages

Module 6  Web Services Concepts for Real-Time Enterprise Integration
- Concepts of Web Services
- Web Services Protocol Standards
- Web Services Evolution

Module 7  Web Services Product Strategies
- J2EE and .NET Strategies for Web Services
- Web Services for Remote Portals
- Planning and Strategies for Web Services

Module 8  Service-Oriented Architecture for Web Services
- Service-Oriented Architecture (SOA) Concepts
- BPEL, WSCI, BPML, BPSS, BPMN
- SOA Vendors and Products

Module 9  Using Enterprise Architecture to Evolve to an Integrated Enterprise for the 21st Century
- Summary of Integration Technologies for 21st Century Rapid Delivery
- Rapid Systems Development in the 21st Century Integrated Enterprise
- Reviews Information Architecture Integration technologies based on XML, XSL, XSLT, EAI, Web Services and SOA
- Reviews how these technologies are used to deliver e-Government and e-Business priority areas that were identified in Days 1-3 using EA
- Shows how these integration technologies are used to deliver these priority areas rapidly into production, in 3-month increments for success with e-Government and e-Business
- Discusses maintenance methods based on these technologies and EA that enable these implemented e-Government and e-Business areas to respond rapidly to business changes.

“Service Oriented Architecture allows us to, if you will, skinny down those channel delivery applications. The larger picture of SOA is how do I construct my application in chunks and satisfy different functionality where I’m componentized. We see tremendous benefit there, a great cost reduction.”

Ron Donson, IT Architect, Wachovia
Please complete this form immediately and fax to 603 - 9200 7946

PARTICIPANT DETAILS
Name 1                                               Job title
Name 2                                               Job title
Name 3                                               Job title

(name in full)

INVOICE SHOULD BE DIRECTED TO
Company
Business Address

Email                                               Tel No                                         Fax No
Name of Authorising Manager                          Job title

Signature

INVOICE SHOULD BE DIRECTED TO
Company
Business Address

Email                                               Tel No                                         Fax No
Name of Authorising Manager                          Job title

Signature

This Booking Is Invalid Without A Signature

METHODS OF PAYMENT
A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Payment may be made via crossed cheque / bank draft / electronic transfer, made in favour of:

Intelligence Business Networks (M) Sdn Bhd
160-3-1, Kompleks Maluri
Jalan Jejaka, Taman Maluri
55100 Kuala Lumpur

Note: Payments must be received within 5 days upon issuance of invoice.

INVOICE SHOULD BE DIRECTED TO
Company
Business Address

Email                                               Tel No                                         Fax No
Name of Authorising Manager                          Job title

Signature

HOTEL ACCOMODATION
JW Marriott Hotel Kuala Lumpur
183 Jalan Bukit Bintang
55100 Kuala Lumpur, Malaysia
Tel: 603 2715 9000
Fax: 603 2715 7012

Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organised by IBN International. Contact Ms Ros at 03 2716 8106 for reservations

CANCELLATION POLICY
Due to contractual obligations, cancellation charges are as follow:
20 to 10 days notice - 50 % of the workshop fee
9 to 3 days notice - 70 % of the workshop fee
2 days or less notice - 100 % of the workshop fee

However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

Note: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.

IBN INTERNATIONAL’S CERTIFICATE
Delegates who successfully complete this course will receive the prestigious IBN’s Certificate of Achievement; a statement of Intelligence endorsed by world renowned subject matter experts.

AVOID VISA DELAYS
International delegates requiring visas should contact the Malaysian Embassy in their country of residence as soon as possible.

INFORMATION
For further information on this event, please contact our Program Managers at 603 9206 5800 or email ibn@intel-biznet.com

INVOICE SHOULD BE DIRECTED TO
Company
Business Address

Email                                               Tel No                                         Fax No
Name of Authorising Manager                          Job title

Signature

INVOICE SHOULD BE DIRECTED TO
Company
Business Address

Email                                               Tel No                                         Fax No
Name of Authorising Manager                          Job title

Signature

Registration  0830
Course begins  0900
Morning Refreshment  1030
Luncheon  1300
Course Resumes  1400
Afternoon Refreshment  1530
End of the day   1700

WORKSHOP LEADER - CLIVE FINKELSTEIN

Acknowledged worldwide as the “Originator” and the “Father” of Information Engineering, Clive Finkelstein is an authority, renowned consultant, instructor, a highly sought-after trainer and a conference speaker with over 44 years experience in the Computer Industry. He has completed major projects for Defense, Government and Commercial organisation throughout the world. The emphasis of these projects - and core to Clive’s Strategic Modeling approach is the alignment of strategic business plan to information systems.


“...very detailed and comprehensive. Information provided are useful to my organisation.”
- MCMC, Malaysia

“He understands real world problems faced by organisations and can relate to them effectively.”
- Bank Islam, Malaysia

WHO WILL BENEFIT

- Business Analysts
- Business Systems Analysts
- Business Administrators
- Technical Architects
- CIO
- CTO
- IT Managers
- IT Consultants
- Enterprise Architects
- IT Strategists
- Project Managers
- Database Developers
- BPR Analysis
- Database Managers
- BPM Analysis
- Project Managers
- Data Analysts
- Senior IT Architects
- Data Modelers
- Senior System Developers
- Process Modelers
- Systems Analysts
- Senior Business Managers
- Governance
- Senior System Architects
- Business Experts
- Auditors
- Technology Planners
- CTO
- Corporate Planners
-IntegerField Planners
- BPM Analysts
- Database Administrators
- Governance
- Data Analysts
- Project Managers
- Database Administrators
- Senior Business Managers